

HEADQUARTERS
UNITED STATES EUROPEAN COMMAND
UNIT 30400
APO AE 09131

STAFF MEMORANDUM
NUMBER 5-1

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ADMINISTRATIVE MATTERS

Commercial Publications

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1. **Summary.** This Staff Memorandum establishes policy and procedures for ordering, distributing and paying for commercial publications within HQ USEUCOM.
 2. **Applicability.** This Staff Memorandum only applies to HQ USEUCOM directorates and staff offices.
 3. **Internal Control Systems.** This Staff Memorandum contains no internal control provisions and is not subject to the requirements of the internal management control program.
 4. **Suggested Improvements.** The proponent for this Staff Memorandum is the Support Services Branch, Adjutant General Division, Manpower, Personnel and Administration Directorate. Suggested improvements should be forwarded to HQ USEUCOM/ECJ1-AA, Unit 30400, APO AE 09131.
 5. **Explanation of Terms.**
 - a. **Commercial Publication.** Any publication whose content may be of significant interest to the military for informational, recreational or other purposes, but which attracts a wide and diverse readership. These publications may appear at intervals, (e.g, daily, weekly, bi-weekly, monthly, bi-monthly, quarterly, semi-annually, etc). Normally, each issue contains separate articles, such as stories and features plus photographs or pictures. These publications include newspapers, magazines, journals, proceedings, transactions, newsletters, pamphlets, etc. They may be published by commercial, non-profit, not-for-profit, or government sources and may be available on subscription, either without charge or for a specified price.
 - b. **On-line Access.** Any service that provides copies, extracts, abstracts, lists, bibliographies, literature searches, etc., of the contents of periodicals, catalogs, libraries, central data files, etc., by means of computer terminals. Some on-line services are listed at Appendix D.
 - c. **Subscription.** A contract between a periodical source (publisher, agent, etc.) and a DoD agency for providing a publication to the agency for a specified period of time at either a specified cost or no cost to the agency. Some subscriptions can be obtained on-line.

d. **Staff Office.** For the purposes of this Staff Memorandum, Staff Offices are elements of HQ USEUCOM that are not Directorates; (e.g., ECIG, ECPA, ECCS-OR, etc). Divisions or Branches of a directorate are not considered staff offices.

6. Responsibilities

a. The Director for Manpower, Personnel and Administration (ECJ1) exercises supervision over the HQ USEUCOM Commercial Publications Program.

b. ECJS Information Management (ECJS-IM) will:

(1) Distribute the Stars & Stripes, International Herald Tribune, Wall Street Journal, and USA Today obtained from the European Stars & Stripes according to route numbers assigned by the European Stars & Stripes.

(2) Maintain a distribution list consisting of the route number and Directorate/Staff Office name to facilitate accurate distribution of newspapers.

(3) ECJS-IM is not responsible for late or non-receipt of newspapers. ECJS or PSD guards on duty in the HQ USEUCOM Command building will receipt for all newspapers delivered.

c. Directorates/Staff Offices will:

(1) Contact the European Stars & Stripes directly to establish or change newspaper subscriptions. When establishing a new subscription be sure to tell the European Stars & Stripes that your directorate/staff office is part of the European Command, Command Group distribution. This will ensure that the newspapers ordered will be delivered to the ECJS-IM.

(a) Requests will include: Name of newspaper, Total cost, IMPAC account number and expiration date, and Directorate/Staff Office Point of Contact.

(b) If the total number of newspapers required will exceed the single purchase limit, first consider reducing the number of newspapers. If that cannot be done, then obtain separate subscriptions for each newspaper being ordered or request a one-time exception to exceed the single purchase limit. Another option is to obtain a separate contract with ES&S if total number of newspapers exceed the single purchase IMPAC limit.

(c) When establishing a new subscription a route number will be assigned to your directorate/staff office. Immediately notify ECJS-IM of the new route number so they can keep the distribution scheme updated.

(d) Newspapers are bundled by route number so there is no need to notify ECJS-IM if newspaper quantities change.

(2) Notify ECJS-IM if your directorate/staff office will stop receiving newspapers so your route number can be removed from the distribution scheme.

(3) Immediately notify the European Stars & Stripes at DSN: 349-8355 if sufficient quantities are not received. The European Stars & Stripes will either extend the subscription one day, if only one day was missed, for the amount of newspapers that were not received or request a credit to the IMPAC card, whichever the affected Directorate/Staff Office prefers.

(4) Except for newspapers obtained from the European Stars & Stripes, obtain and distribute, or make other delivery arrangements for, commercial publications that are obtained using the directorate/staff office IMPAC or obtained by a directorate/staff office contract. Commercial publications normally available using the IMPAC can be obtained from AAFES Bookmark (See Appendix B), directly from the publisher or through on-line services. Appendixes A, B, and C are not the only sources of commercial publications; they are simply the ones HQ USEUCOM has used in the past. Commercial publications listed in Appendix A are also available through AAFES Bookmark.

(5) Submit requests for contracts for publications that are not available using the IMPAC or via the European Stars & Stripes to the 6th Area Support Group Directorate of Logistics.

(6) Maintain a written or recorded transaction of all approved orders for paid publication subscriptions to provide a clear audit trail.

7. General Policies.

a. Prior to subscribing to any commercial publication requesters should check with the Patch Barracks Library. If the desired publication is available at the Patch Barracks Library, then consideration should be given to using the library copy instead of obtaining another subscription.

b. Savings associated with multiple-year subscriptions, introductory and gift offers, continuation service and on-line procurement shall be actively sought when consistent with the Federal Acquisition Regulation (FAR).

c. Publication subscriptions paid from appropriated funds for dayrooms, waiting rooms and Distinguished Visitor/VIP lounges will be held to a minimum.

d. The use of on-line access to both commercial and government central data files, the use of commercial and government clearinghouses and the shared use of resources of government and civilian libraries and information centers will be strongly encouraged as much as possible.

e. Commercial publications normally available through the European Stars & Stripes are shown at Appendix A and will be obtained by IMPAC.

f. Commercial publications normally available through AAFES Bookmark are shown at Appendix B and can be obtained by use of the IMPAC from AAFES Bookmark or through other sources.

g. Except for newspapers obtained from the European Stars & Stripes, Directorates/Staff Offices are responsible for pick-up and/or arranging delivery of commercial publications obtained using the IMPAC or through other sources.

FOR THE COMMANDER IN CHIEF:

OFFICIAL:

DANIEL J. PETROSKY
Lieutenant General, USA
Chief of Staff

AVA N. WEBBB-SHARPLESS
Lt Col, USAF
Adjutant General

DISTRIBUTION:
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APPENDIXES:

- A - Commercial Publications Normally Available through European Stars and Stripes
- B - Commercial Publications Normally Available through AAFES BOOKMARK
- C - Ordering On-Line Publications

APPENDIX A

Commercial Publications Available through European Stars and Stripes

1. STARS & STRIPES NEWSPAPER
2. INTERNATIONAL HERALD TRIBUNE
3. USA TODAY
4. WALL STREET JOURNAL

APPENDIX B

Commercial Publications Normally Available through AAFES BOOKMARK

1. AIR FORCE TIMES
2. ARMY TIMES
3. AVIATION WEEK & SPACE TECHNOLOGY
4. ECONOMIST
5. INTERNATIONAL HERALD TRIBUNE
6. NAVY TIMES
7. NEWSWEEK
8. STARS & STRIPES NEWSPAPER
9. US NEWS & WORLD REPORT
10. USA TODAY
11. WALL STREET JOURNAL

APPENDIX C

Ordering On-Line Publications

Some commercial publications are available for ordering on-line or for viewing on-line via the INTERNET. Listed below are some INTERNET web sites for obtaining commercial publications.

AIR FORCE, ARMY, NAVY, and MARINE TIMES:

<http://www.atpco.com/militarycity/subscription.htm>

AVIATION WEEK & SPACE TECHNOLOGY: <http://www.aviationweek.com/subscrip/>

ECONOMIST: <http://www.economist.com/>

US NEWS & WORLD REPORT: <http://www.usnews.com/usnews/usinfo/order.htm>